

# Optimise Your Streaming Platform at Your Pace

As consumer demand for video continues to grow, video streaming is following suit. To leverage this opportunity, you need a platform enabling you to personalise your relationship with subscribers and control their experience. It should also reduce complexity, increase velocity, and simplify management to help differentiate your offering, while remaining cost-effective.

Building your own platform requires domain expertise, takes time, and, let's face it, is costly. Buying an end-to-end solution limits your flexibility and strips away your control over the capabilities you want. A best-of-breed, modular platform that adapts to your evolving needs is the best way to go. So go to Synamedia Go.

## Seamlessly and Rapidly Add Functionality to Differentiate

Synamedia Go is a cloud-based SaaS OTT video platform that lets you grow your streaming video business with the right combination of speed to market and access to enhanced capabilities. An open and modular platform, Synamedia Go enables you to deliver linear and VOD content to any device, via any business model, with the speed, agility and flexibility you need to differentiate your offering. Synamedia Go is designed with multiple capability tiers – optional platform-specific packs, pre-integrated Synamedia OTT solutions, and preferred partner solutions – to give you full flexibility.

## Enhance and Personalise an Aggregated User Experience

Anchored by our Go.Foundation platform with well-defined interfaces for integration, Synamedia Go offers core functionality to get you to market quickly. From then on, the choice is yours. If you're looking to enhance the viewing experience, personalise the user experience, aggregate content from third-party services, or further monetise your platform, use Synamedia Go's packs to add capabilities – and value – to your offering.

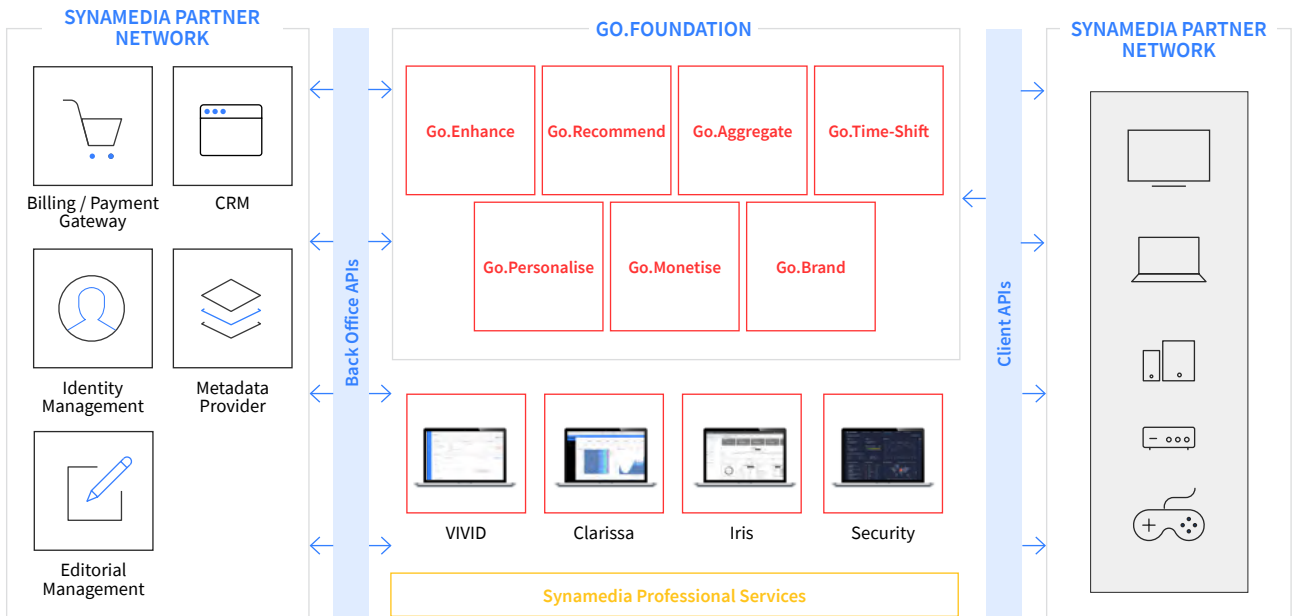
Synamedia Go also gives you access to our pre-integrated OTT portfolio. From video processing workflows and advanced data/insights to addressable advertising and security, our powerful OTT solutions, together with Synamedia Go, help you stand out even further in today's crowded marketplace. And if you want to leverage a preferred partner, Synamedia Go can integrate its solution, via our open APIs, to give you ultimate flexibility when building your streaming service.

Synamedia Go draws on Synamedia's rich video heritage. And by tapping into our innovation expertise and roadmap, the platform enables you to rapidly introduce new services that align with constantly evolving consumer behavior and market changes over time.

## Highlights

- Leverages open video platform with optional packs and partner capabilities
- Delivers linear and VOD content to any device via any business model
- Integrates through well-defined, open APIs for easy and rapid deployment
- Aggregates content from third-party services with a dedicated add-on pack
- Combines the TTM advantage of a standardised product with the flexibility of a customised system
- Supports service operators as required through an optional managed service offering





## Features and Benefits



### Grow with an open, modular and scalable solution

- Launch with Go.Foundation, our core platform, and add capabilities over time to meet your evolving business needs
- Increase your service velocity and scale up to align with customer behavior and market changes
- Boost functionality with optional packs and Synamedia pre-integrated capabilities or partner solutions to create a best-of-breed offering



### Leverage Synamedia's pre-integrated OTT portfolio

- Add video transport/processing and CDN solutions to enhance your network performance
- Harness advanced data and business insights to improve your business outcomes
- Incorporate a comprehensive targeted advertising platform to increase the value of your inventory
- Deploy leading watermarking, credentials sharing, and intelligence solutions to secure your service



### Enhance value with add-on capabilities

- Introduce advanced video features and simplify/improve search to improve your customers' viewing experience
- Utilize trends, offer profile-based promotions, and recommend content to drive personalisation
- Provide subscriber incentives, adopt multiple business models, and curate content to monetise your platform

## About Synamedia Video Platforms

Synamedia is the number one provider of video platform and delivery solutions for satellite, cable and telco pay TV service providers. Our platforms provide customers with comprehensive solutions for managing broadcast and OTT media workflows, securing video content and services, and delivering user experiences across all screens. Leveraging expert know-how and over 30 years of experience, Synamedia enables you to stay competitive today and smoothly migrate to an all-IP, cloud solution at your own pace.

## Next Steps

Learn more about [Synamedia's video platforms](#).  
For more information, [contact us](#).